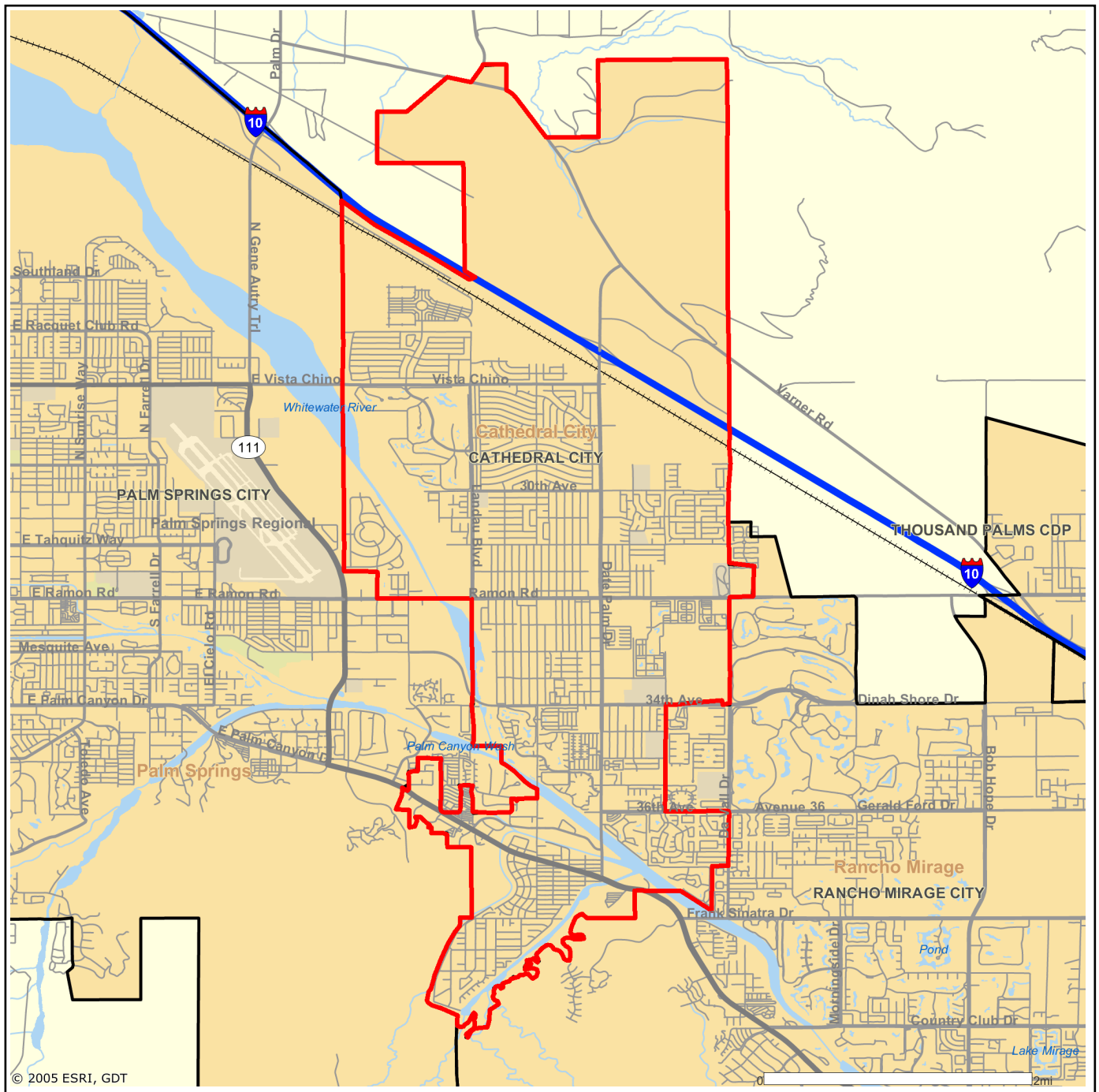
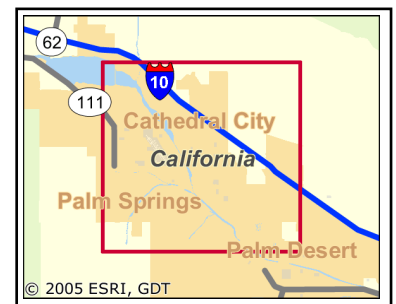


Standard Map

June 29, 2005



Place: 0612048 Cathedral City, CA





Place: 0612048 Cathedral City, CA



2000 Total Population	42,647
2000 Group Quarters	145
2005 Total Population	53,281
2010 Total Population	65,366
2005 - 2010 Annual Rate	4.17%



2000 Households	14,027
2000 Average Household Size	3.03
2005 Households	17,230
2005 Average Household Size	3.08
2010 Households	20,941
2010 Average Household Size	3.11
2005 - 2010 Annual Rate	3.98%
2000 Families	9,628
2000 Average Family Size	3.63
2005 Families	11,935
2005 Average Family Size	3.68
2010 Families	14,524
2010 Average Family Size	3.72
2005 - 2010 Annual Rate	4%



2000 Housing Units	17,893
Owner Occupied Housing Units	51.1%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	21.6%
2005 Housing Units	21,410
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	19.5%
2010 Housing Units	25,764
Owner Occupied Housing Units	54.2%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	18.7%

Median Household Income

2000	\$38,958
2005	\$45,806
2010	\$52,403

Median Home Value

2000	\$113,595
2005	\$271,851
2010	\$377,246

Per Capita Income

2000	\$16,215
2005	\$19,191
2010	\$22,472

Median Age

2000	31.9
2005	32.0
2010	31.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Place: 0612048 Cathedral City, CA

**2000 Households by Income**

Household Income Base	14,104
< \$15,000	15.3%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	2.0%
\$200,000+	1.0%
Average Household Income	\$49,184

2005 Households by Income

Household Income Base	17,229
< \$15,000	12.0%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%
Average Household Income	\$59,485

2010 Households by Income

Household Income Base	20,943
< \$15,000	10.3%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	3.6%
\$200,000+	3.7%
Average Household Income	\$70,393

2000 Owner Occupied HUs by Value

Total	9,137
<\$50,000	15.8%
\$50,000 - 99,999	24.5%
\$100,000 - 149,999	37.2%
\$150,000 - 199,999	16.5%
\$200,000 - \$299,999	5.0%
\$300,000 - 499,999	0.7%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.0%
Average Home Value	\$114,109

2000 Specified Renter Occupied HUs by Contract Rent

Total	4,901
With Cash Rent	96.8%
No Cash Rent	3.2%
Median Rent	\$596
Average Rent	\$573

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Place: 0612048 Cathedral City, CA



2000 Population by Age

Total	42,647
0 - 4	8.8%
5 - 9	9.3%
10 - 14	8.4%
15 - 24	13.4%
25 - 34	15.0%
35 - 44	15.6%
45 - 54	10.1%
55 - 64	7.1%
65 - 74	6.7%
75 - 84	4.3%
85+	1.1%
18+	68.9%

2005 Population by Age

Total	53,283
0 - 4	9.1%
5 - 9	7.8%
10 - 14	8.7%
15 - 24	15.1%
25 - 34	13.3%
35 - 44	14.8%
45 - 54	11.2%
55 - 64	7.9%
65 - 74	6.4%
75 - 84	4.3%
85+	1.4%
18+	69.6%

2010 Population by Age

Total	65,367
0 - 4	9.3%
5 - 9	7.5%
10 - 14	7.4%
15 - 24	15.8%
25 - 34	14.2%
35 - 44	12.7%
45 - 54	12.2%
55 - 64	8.8%
65 - 74	6.4%
75 - 84	4.2%
85+	1.6%
18+	71.0%

2000 Population by Sex

Males	50.7%
Females	49.3%

2005 Population by Sex

Males	50.6%
Females	49.4%

2010 Population by Sex

Males	50.5%
Females	49.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Place: 0612048 Cathedral City, CA



2000 Population by Race/Ethnicity

Total	42,647
White Alone	65.3%
Black Alone	2.7%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	3.8%
Some Other Race Alone	23.1%
Two or More Races	4.1%
Hispanic Origin	50.0%
Diversity Index	78.6

2005 Population by Race/Ethnicity

Total	53,282
White Alone	61.7%
Black Alone	2.8%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	4.0%
Some Other Race Alone	26.0%
Two or More Races	4.7%
Hispanic Origin	55.3%
Diversity Index	80.7

2010 Population by Race/Ethnicity

Total	65,366
White Alone	58.9%
Black Alone	2.7%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	4.1%
Some Other Race Alone	28.4%
Two or More Races	5.0%
Hispanic Origin	59.9%
Diversity Index	81.8



2000 Population 3+ by School Enrollment

Total	40,794
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	15.4%
Enrolled in Grade 9-12	6.9%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	71.0%

2000 Population 25+ by Educational Attainment

Total	25,700
Less than 9th Grade	14.6%
9th - 12th Grade, No Diploma	16.5%
High School Graduate	23.8%
Some College, No Degree	25.4%
Associate Degree	5.1%
Bachelor's Degree	9.0%
Master's/Prof/Doctorate Degree	5.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

**2000 Population 15+ by Sex and Marital Status**

Total	31,436
Females	49.9%
Never Married	11.2%
Married, not Separated	25.8%
Married, Separated	1.8%
Widowed	4.4%
Divorced	6.6%
Males	50.1%
Never Married	17.0%
Married, not Separated	26.3%
Married, Separated	1.1%
Widowed	1.2%
Divorced	4.6%

**2000 Population 16+ by Employment Status**

Total	30,890
In Labor Force	60.3%
Civilian Employed	56.0%
Civilian Unemployed	4.3%
In Armed Forces	0.0%
Not in Labor Force	39.7%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	91.0%
Civilian Unemployed	9.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed	8.3%

2000 Females 16+ by Employment Status and Age of Children

Total	15,430
Own Children < 6 Only	8.6%
Employed/in Armed Forces	4.2%
Unemployed	0.4%
Not in Labor Force	4.0%
Own Children < 6 and 6-17 Only	10.9%
Employed/in Armed Forces	5.2%
Unemployed	0.3%
Not in Labor Force	5.4%
Own Children 6-17 Only	17.2%
Employed/in Armed Forces	11.2%
Unemployed	0.9%
Not in Labor Force	5.2%
No Own Children < 18	63.2%
Employed/in Armed Forces	27.7%
Unemployed	2.9%
Not in Labor Force	32.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



Place: 0612048 Cathedral City, CA

**2005 Employed Population 16+ by Industry**

Total	20,992
Agriculture/Mining	0.3%
Construction	12.0%
Manufacturing	2.8%
Wholesale Trade	1.3%
Retail Trade	13.1%
Transportation/Utilities	3.7%
Information	2.0%
Finance/Insurance/Real Estate	4.9%
Services	57.0%
Public Administration	2.9%

2005 Employed Population 16+ by Occupation

Total	20,993
White Collar	46.5%
Management/Business/Financial	8.9%
Professional	13.0%
Sales	12.4%
Administrative Support	12.2%
Services	31.7%
Blue Collar	21.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	10.1%
Installation/Maintenance/Repair	3.7%
Production	3.0%
Transportation/Material Moving	4.6%

**2000 Workers 16+ by Means of Transportation to Work**

Total	16,866
Drove Alone - Car, Truck, or Van	73.9%
Carpooled - Car, Truck, or Van	16.6%
Public Transportation	2.8%
Walked	1.3%
Other Means	2.1%
Worked at Home	3.2%

2000 Workers 16+ by Travel Time to Work

Total	16,866
Did Not Work at Home	96.8%
Less than 5 minutes	1.3%
5 to 9 minutes	9.4%
10 to 19 minutes	43.2%
20 to 24 minutes	19.2%
25 to 34 minutes	15.0%
35 to 44 minutes	1.9%
45 to 59 minutes	1.8%
60 to 89 minutes	2.6%
90 or more minutes	2.3%
Worked at Home	3.2%
Average Travel Time to Work (in min)	21.6

2000 Households by Vehicles Available

Total	14,072
None	7.9%
1	37.9%
2	38.9%
3	11.2%
4	2.9%
5+	1.2%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Place: 0612048 Cathedral City, CA

**2000 Households by Type**

Total	14,027
Family Households	68.6%
Married-couple Family	50.7%
With Related Children	29.9%
Other Family (No Spouse)	17.9%
With Related Children	12.9%
Nonfamily Households	31.4%
Householder Living Alone	23.2%
Householder Not Living Alone	8.2%

Households with Related Children	42.8%
Households with Persons 65+	27.6%

2000 Households by Size

Total	14,027
1 Person Household	23.2%
2 Person Household	28.5%
3 Person Household	13.5%
4 Person Household	14.6%
5 Person Household	9.5%
6 Person Household	5.2%
7+ Person Household	5.5%

2000 Households by Year Householder Moved In

Total	14,072
Moved in 1999 to March 2000	26.8%
Moved in 1995 to 1998	35.2%
Moved in 1990 to 1994	16.7%
Moved in 1980 to 1989	14.8%
Moved in 1970 to 1979	4.7%
Moved in 1969 or Earlier	1.8%
Median Year Householder Moved In	1996

**2000 Housing Units by Units in Structure**

Total	17,813
1, Detached	49.3%
1, Attached	14.5%
2	6.3%
3 or 4	6.5%
5 to 9	4.3%
10 to 19	1.3%
20+	3.1%
Mobile Home	14.2%
Other	0.6%

2000 Housing Units by Year Structure Built

Total	17,813
1999 to March 2000	3.2%
1995 to 1998	8.3%
1990 to 1994	14.9%
1980 to 1989	39.4%
1970 to 1979	15.9%
1969 or Earlier	18.4%
Median Year Structure Built	1984

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Top 3 Tapestry Segments

1.	Up and Coming Families
2.	NeWest Residents
3.	Industrious Urban Fringe



2005 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$41,028,113
Average Spent	\$2,381.20
Spending Potential Index	86
Computers & Accessories: Total \$	\$4,195,973
Average Spent	\$243.53
Spending Potential Index	88
Education: Total \$	\$15,118,496
Average Spent	\$877.45
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$45,346,259
Average Spent	\$2,631.82
Spending Potential Index	85
Food at Home: Total \$	\$71,700,520
Average Spent	\$4,161.38
Spending Potential Index	88
Food Away from Home: Total \$	\$47,387,210
Average Spent	\$2,750.27
Spending Potential Index	87
Health Care: Total \$	\$52,057,332
Average Spent	\$3,021.32
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$32,136,646
Average Spent	\$1,865.16
Spending Potential Index	88
Investments: Total \$	\$124,091,229
Average Spent	\$7,202.04
Spending Potential Index	86
Retail Goods: Total \$	\$370,995,963
Average Spent	\$21,531.98
Spending Potential Index	86
Shelter: Total \$	\$211,400,167
Average Spent	\$12,269.31
Spending Potential Index	89
TV/Video/Sound Equipment: Total \$	\$15,338,503
Average Spent	\$890.22
Spending Potential Index	86
Travel: Total \$	\$26,809,913
Average Spent	\$1,556.00
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$15,856,121
Average Spent	\$920.26
Spending Potential Index	89

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.



Place: 0612048 Cathedral City, CA

Summary	2000	2005	2010
Population	42,647	53,281	65,366
Households	14,027	17,230	20,941
Families	9,628	11,935	14,524
Average Household Size	3.03	3.08	3.11
Owner Occupied HUs	9,151	11,440	13,971
Renter Occupied HUs	4,876	5,790	6,970
Median Age	31.9	32.0	31.9

Trends: 2005-2010 Annual Rate	Area	National
Population	4.17%	1.22%
Households	3.98%	1.27%
Families	4%	1.00%
Owner HHs	4.08%	1.46%
Median Household Income	2.73%	3.25%

	2000		2005		2010	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,155	15.3%	2,065	12.0%	2,150	10.3%
\$15,000 - \$24,999	2,147	15.2%	2,195	12.7%	2,205	10.5%
\$25,000 - \$34,999	1,956	13.9%	2,044	11.9%	2,278	10.9%
\$35,000 - \$49,999	2,513	17.8%	3,021	17.5%	3,338	15.9%
\$50,000 - \$74,999	2,777	19.7%	3,652	21.2%	4,265	20.4%
\$75,000 - \$99,999	1,245	8.8%	1,845	10.7%	2,599	12.4%
\$100,000 - \$149,999	884	6.3%	1,558	9.0%	2,576	12.3%
\$150,000 - \$199,000	284	2.0%	455	2.6%	750	3.6%
\$200,000+	143	1.0%	394	2.3%	782	3.7%
Median Household Income	\$38,958		\$45,806		\$52,403	
Average Household Income	\$49,184		\$59,485		\$70,393	
Per Capita Income	\$16,215		\$19,191		\$22,472	

	2000		2005		2010	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,763	8.8%	4,829	9.1%	6,075	9.3%
5 - 14	7,561	17.7%	8,778	16.5%	9,738	14.9%
15 - 19	3,059	7.2%	4,077	7.7%	4,972	7.6%
20 - 24	2,651	6.2%	3,967	7.4%	5,367	8.2%
25 - 34	6,386	15.0%	7,101	13.3%	9,257	14.2%
35 - 44	6,660	15.6%	7,890	14.8%	8,283	12.7%
45 - 54	4,318	10.1%	5,987	11.2%	7,969	12.2%
55 - 64	3,046	7.1%	4,219	7.9%	5,768	8.8%
65 - 74	2,868	6.7%	3,425	6.4%	4,160	6.4%
75 - 84	1,848	4.3%	2,285	4.3%	2,735	4.2%
85+	487	1.1%	725	1.4%	1,043	1.6%

	2000		2005		2010	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	27,845	65.3%	32,857	61.7%	38,502	58.9%
Black Alone	1,169	2.7%	1,466	2.8%	1,748	2.7%
American Indian Alone	440	1.0%	518	1.0%	598	0.9%
Asian Alone	1,575	3.7%	2,079	3.9%	2,614	4.0%
Pacific Islander Alone	32	0.1%	44	0.1%	56	0.1%
Some Other Race Alone	9,834	23.1%	13,837	26.0%	18,576	28.4%
Two or More Races	1,752	4.1%	2,481	4.7%	3,272	5.0%
Hispanic Origin (Any Race)	21,312	50.0%	29,449	55.3%	39,154	59.9%

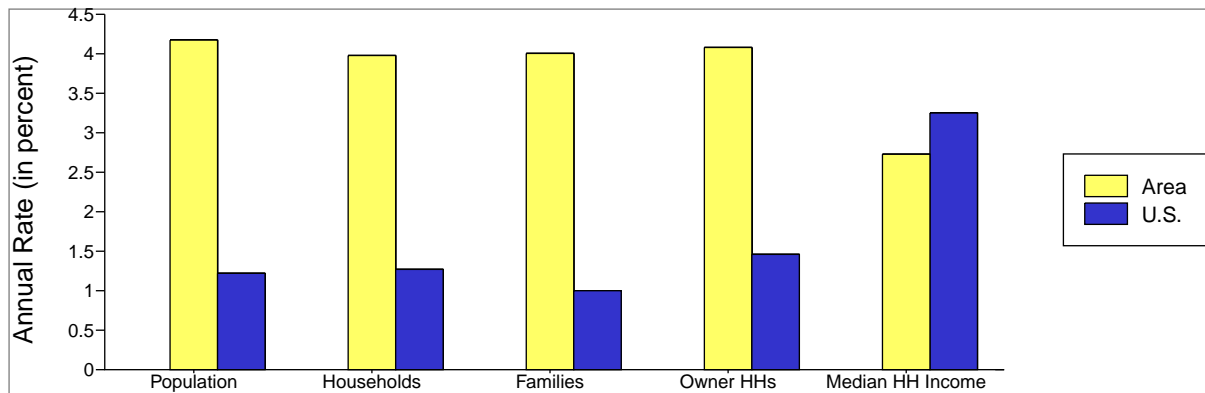
Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

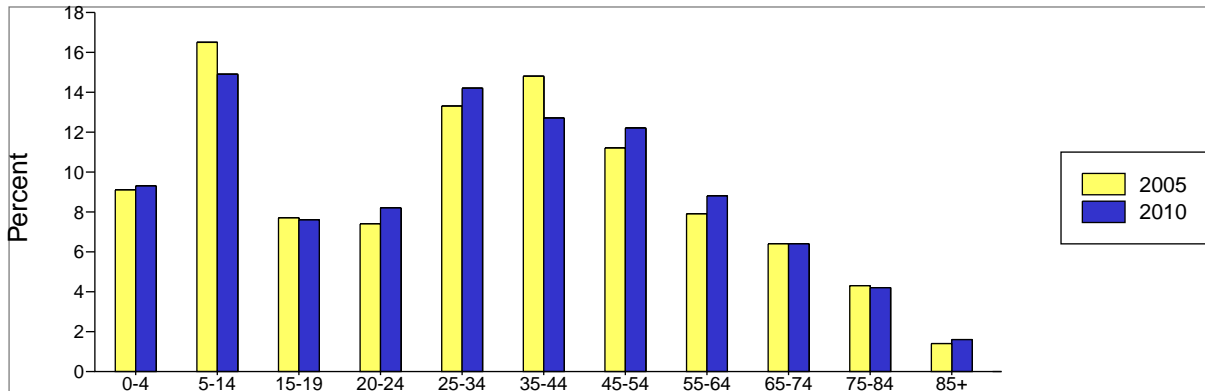


Place: 0612048 Cathedral City, CA

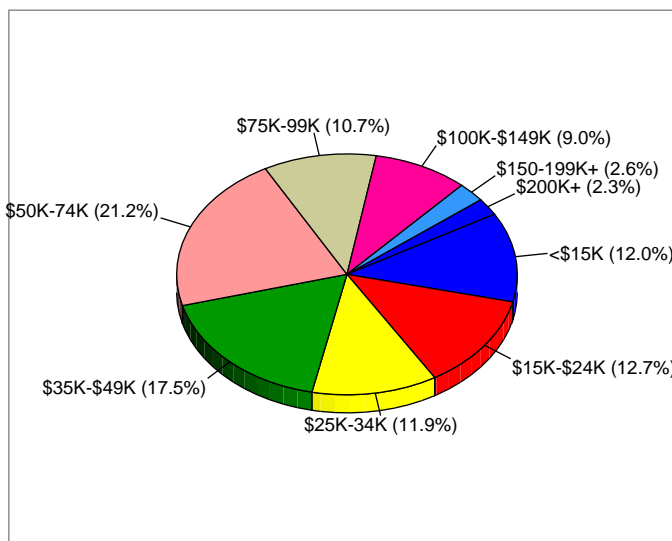
Trends 2005-2010



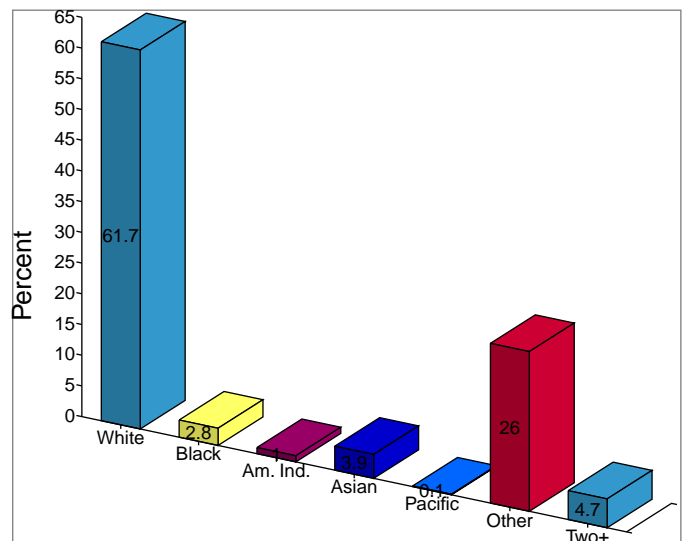
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 55.3%